

H2 2021

TRENDS

BAHRAIN REAL ESTATE MARKET REPORT



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Villa



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Property
Finder

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« At Property Finder, we are here to empower the end users house hunting journey, and find solutions to the pain points that still exist when navigating the real estate market. »



Message from our Country Manager

Welcome to our 7th edition of Trends.

2022 will certainly be the year of the comeback! Businesses across the world have had to make many changes and sacrifices in order to rebound, and we should all be very proud of what we have been able to achieve over the past two years, despite challenging circumstances. And while we have all celebrated overcoming hurdles, we also still have much to achieve.

At Property Finder, we are here to empower the end users house hunting journey, and find solutions to the pain points that still exist when navigating the real estate market. And together, we can do that.

As always, in order to help you make data-driven decisions, we have included more data to this issue of Trends than any of our previous editions. As a reference and authority on the property sector in the region, Property Finder upholds its responsibility to contribute to improving market standards and best practises very seriously, which is one of the reasons why our plethora of data gives us a unique insight into the local property market.

We hope you enjoy this edition of Trends, and more importantly, we hope that it helps empower your business decisions.

**Khaled Al Saeh
Country Manager KSA and Bahrain**

CONTRIBUTORS



Adeel Ajaz
Managing Director
Bayut Properties

With over ten years of experience in the real estate market, and after working for some of the top real estate companies in the Kingdom, gaining the trust of developers and property owners alike, Adeel made the decision to establish Bayut Properties, with the sole purpose of setting unparalleled standards of customer service, transparency, and building a strong relationship with investors and property owners.



Ali Al Ghasra
Business Manager
Carlton Real Estate

Ali brings over 16 years of expertise in the real estate sector. He has experience in Business Development, Real Estate Investments & Financing, and Project Management. He has a rich background in the Operations of Mortgage Financing and Remedial Management. Ali holds a BSc in Business Administration from University College of Bahrain.



Azeem Nawaz
CEO & Founder
Insight Real Estate

Azeem is a real estate professional with over 13 years of experience in sales credit control key positions across KSA. Using his knowledge and expertise in the market, Azeem established his real estate business in 2020.



Ehab Al Mosawi
Founder & Managing Director
Boon Real Estate

Ehab holds a diploma in Instrumentation and Control Engineering from the University of Bahrain and a Master's Degree in Computer Based Information Systems Science from the University of Sunderland, Britain. He has 30 years of experience in the field of process instrumentation, automation and simulation systems in the petrochemical field, and six years of experience in the real estate field. Ehab is licensed by the Real Estate Regulatory Agency in the field of real estate brokerage and management and is a certified global real estate expert from the National Association of American Realtors and a certified real estate manager from the American Society. Currently he is a member of the Bahrain Real Estate Society and Secretary of the Board of Directors for the sixth session. He is also a Member of the American National Association of Realtors.



Maged Haqbaz
Chairman
Haqbaz Real Estate

With sky-high ambition and 18 years of experience in the field of real estate, Majid chairs the Board of Directors of Haqbaz Real Estate, which owns and operates a group of residential towers and commercial complexes throughout the Kingdom of Bahrain.

He is characterised by an adaptive mentality that infers the future and adopts optimistic plans that leads to achieving goals with high efficiency and continuity in analysing the market. Not to mention success in developing strategies commensurate with the development of the real estate sector and supporting the expansion plans of Haqbaz Real Estate Company and its clients.



Ammar Albossta

CEO
House Me

Ammar is an experienced Bahraini businessman with over 20 years of experience within the real estate investment and development fields. He is the co-founder of House Me Company and Dar FZAM W.L.L, where he participated significantly in their growth. Ammar has extensive in-depth experience in all aspects related to real estate and property development. Currently, he is a board member and CEO for House Me and Dar FZAM. He has held senior positions in several other real estate development companies locally and over the GCC previously. Ammar possesses a certificate in Property Development from George Washington University and a Bachelor Degree in Sales & Marketing from Bahrain Training Institute.



Pankaj Mishra

General Manager
Tital Towers

Pankaj is a hospitality turnaround expert who has over a decade of experience in the industry. His comprehensive hotelier experience has added development and a new perspective to the property management field in the Kingdom. He is currently looking after renowned luxurious properties in Amwaj Islands, Tital Towers and Exclusive Penthouse properties at Tala Islands. Through his experience in real estate during the pandemic, he has deduced that the real estate industry can benefit from some of the best practices used in hospitality.



Diana Valeyra

Senior Property Consultant
Kensington Real Estate

Diana moved to Bahrain shortly after graduating from college with a diploma in Tourism and Hospitality. She has built a name for herself as a trusted and hardworking property consultant in the owner's community. She possesses an extensive background in client relationship and servicing, which has instilled in her the discipline it takes to be a part of a powerful real estate team in Bahrain. "I recognize and value the trust my clients place in me, and I strive every day to exceed their expectations."



Anastasia Ageeva

Managing Director
RmR Contracting W.L.L

Anastasia started her real estate career in St Petersburg, Russia, working with IKEA-MEGA as a Leasing Manager on a multi-million dollar project. Having relocated to Bahrain, in 2007, she joined Impact Estate as a Sales and Marketing Manager and Special Project Manager and after 11 years of GCC market experience founded the boutique Real Estate Company RmR, based in Amwaj Islands. In addition to a degree in Sales and Marketing, a Master's Degree in Education, Anastasia is an R.S.C.I Certified Life Coach, and a semi-professional triathlete.

PROPERTY TRENDS

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PROPERTY TRENDS



Sara Assad

Senior Marketing
Manager - Qatar,
Bahrain and KSA

THE CONTEXT

There are various factors that continue to affect the conditions of the local real estate market, so consequently, it is not surprising that there is still somewhat of an uncertainty when it comes to the future of the market. However, 2022 promises a positive outlook.

According to the Survey & Land Registration Bureau, real estate transactions value rose by 46% in 2021, to US\$2.8 billion (1,046,162,080 BHD), compared to US\$1.9 billion (717,436,872 BHD) in 2020. The total real estate transactions hit 26,136 in 2021, an increase of 35% compared to 19,405 transactions in 2020, which indicates a rejuvenation in the market. This falls in line with the recent announcement of the National Economic Recovery Plan, which aims to drive economic growth in Bahrain based on five main pillars, at a value of over US\$30 billion across various sectors which includes infrastructure, industrial, housing, tourism, and healthcare.

Records indicate a high momentum in the market, with both transactions in the sale and rental market increasing across the kingdom. The sale market has been on an upward trajectory since 2020, and has continued to find demand from investors and first-time buyers, who are now more confident in investing in the market, as well as lowered prices. In addition, there has also been rotation in the rental market, with tenants upgrading their homes, or shifting to newer units that have been recently handed over in the market.

With the announcement of the National Economic Recovery Plan, as well as heightened regulations from The Real Estate Regulatory Authority to create a more transparent market, more and more demand is being witnessed in the market, in both the sale and rental segments. Data from www.propertyfinder.bh shows that the number of listings have recorded an increase across both the sale and rental markets in Bahrain when comparing July – December 2020 with July – December 2021. Listings for rental units in the Southern Governorate have almost doubled, and a 35 percent increase was recorded for the number of listings in the Capital Governorate in the same time frame.

As for sale listings, an increase of over 60 percent was recorded in the Muharraq, Northern and Southern Governorates, as well as a 30 percent increase in the Capital Governorate. This solidifies that an increased number of units is being handed over in the kingdom, especially for the sale sector.

Prices for the sale market have found somewhat of a stable trend in H2 of 2021, when compared with H2 of 2020, with increases recorded for advertised media prices per sqm across Bahrain, with the Northern Governorate recording a 8 percent increase in that time frame. However, rental units have not found a stable pricing index, with only the Muharraq Governorate recording a price increase of 5 percent in that time frame.

While it may take a while for the market to find a stable pricing index, it is safe to say that it continues to gain traction, with the number of transactions continuing to increase.

PROPERTIES FOR RENT

APARTMENTS

It is clear that when it comes to apartment rentals, prices have not found a stable trend when comparing July – December 2020 and July – December 2021; this is mainly due to the number of units being handed over, which is evident in the increase in number of listings on www.propertyfinder.bh as well as, the effects of the pandemic, which has dedicated a new pricing strategy for landlords and owners, in order to continue attracting renter's attention.

With that being said, a few selected areas, such as Budaiya have recorded increases in advertised median prices for apartment rentals, with median advertised rents in Budaiya increasing from BHD 400 to BHD 450, when comparing H2 of 2021 and H2 of 2020, which is most likely due to newer units with premium facilities, that come with a higher price tag becoming available in those areas.

The addition of a number of high-end apartments in Dilmunia Island has driven up the median price, which is most likely the reason for the increase from BHD 400 to BHD 600 in that area, when comparing July – December 2020 and July – December 2021. The completion of several projects in the area and the addition of various facilities such as malls, supermarkets, and schools has created more demand, and has made Dilmunia Island more desirable.

Apartments for rent: Median Monthly Rental Price			
Community	H2 2021	H2 2020	% difference
Al Juffair	425	450	-5.6%
Amwaj Islands	499	500	-0.2%
Arad	255	250	2%
Bahrain Bay	650	700	-7.1%
Budaiya	450	400	12.5%
Busaiteen	350	350	0%
Dilmunia Island	600	400	50%

Apartments for rent: Median Monthly Rental Price

Community	H2 2021	H2 2020	% difference
Durrat Marina	400	425	-5.9%
Galali	250	280	-10.7%
Hamala	600	650	-7.7%
Hidd	300	330	-9.1%
Hooraa	320	330	-3%
Janabiya	420	430	-2.3%
Manama	450	500	-10%
Muharraq	168	180	-6.7%
Reef Island	750	850	-11.8%
Saar	400	430	-7%
Sanad	300	280	7.1%
Seef	500	525	-4.8%
Tubli	280	300	-6.7%

PROPERTIES FOR RENT VILLAS

One of the trends that we witnessed during the height of COVID-19 restrictions, was a surge in villa searches by end users, which, consequently, increased the number of listings on the website for villa rentals. This influx of handed over units has caused the villa market across Bahrain to witness a fluctuation in price when it comes to median advertised prices.

The addition of newer compounds and standalone villas across the sector has driven up the median advertised price in some high traffic locations, such as Budaiya, which recorded an increase from BHD 700 to BHD 800 when comparing July – December 2020 and July – December 2021, in addition to almost doubling in the number of listings in that time frame. A number of areas across the market, such as Hamala, Reef Island, Saar and Sanad have not recorded a price change, and this could be due to the usage of tactics such as “grace periods” and “free months”, which would essentially impact the final transacted price and not advertised prices. This is a trend that we have continued to see over the past two years, especially in the villa sector.

Villas for rent: Median Monthly Rental Price

Community	H2 2021	H2 2020	% difference
A'Ali	700	700	0%
Al Jasra	1,300	1,350	-3.7%
Al Juffair	1,200	1,100	9.1%
Amwaj Islands	1,400	1,350	3.7%
Arad	914	950	-3.8%
Barbar	850	850	0%
Budaiya	800	700	14.3%
Busaiteen	914	850	7.5%
Dilmunia Island	1,700	1,800	-5.6%
Diyar Al Muharraq	700	800	-12.5%
Durrat Al Bahrain	2,000	1,800	11.1%
Galali	850	900	-5.6%
Hamala	1,200	1,200	0%
Hidd	822	900	-8.7%
Isa Town	650	700	-7.1%
Janabiya	900	900	0%
Jannusan	800	900	-11.1%
Jurdab	550	600	-8.3%
Manama	725	775	-6.5%
Reef Island	3,200	3,200	0%
Riffa	838	800	4.8%
Saar	900	900	0%
Sanad	600	600	0%
Seef	800	750	6.7%
Tubli	1,000	1,000	0%

PROPERTIES FOR SALE APARTMENTS

Demand continues to increase when it comes to apartments for sale in Bahrain, as first-time buyers and investors both continue to benefit from lowered prices, which has created solid movement in the market.

To keep that interest, we can clearly see a shift in pricing strategy, with the majority of advertised prices per sqm decreasing, in order to keep the momentum of transactions high.

Median advertised prices for apartments for sale in Bahrain Bay, for instance, known for offering high-end units, decreased from BHD 1,345 per sqm to BHD 1,310 per sqm when comparing July – December 2020 and July – December 2021. However, once again, the number of listings plays a major role in dictating the price, with the area recording an increase of over 60 percent in the number of listings for that time frame. Essentially, new stock becoming ready for handover could be the driving force behind decreasing the median price per square metre.

One of the highest price increases recorded for H2 of 2021 was in Reef Island, which remains a very in demand location for those looking for apartments for sale, and witnessed median advertised prices increasing from BHD 881 per sqm to BHD 960 per sqm.

Apartments for sale: Median Sales Price Per SQM			
Community	H2 2021	H2 2020	% difference
Al Juffair	676	670	0.9%
Amwaj Islands	607	637	-4.7%
Arad	442	450	-1.8%
Bahrain Bay	1,310	1,345	-2.6%
Bu Quwah	493	528	-6.6%
Busaiteen	696	706	-1.4%
Dilmunia Island	685	678	1%
Durrat Marina	716	720	-0.6%
Hidd	420	414	1.4%
Hooraa	688	774	-11.1%
Isa Town	417	439	-5%
Janabiya	491	491	0%
Manama	749	759	-1.3%
Reef Island	960	881	9%

Apartments for sale: Median Sales Price Per SQM			
Community	H2 2021	H2 2020	% difference
Riffa	409	417	-1.9%
Saar	450	500	-10%
Seef	808	826	-2.2%
Tubli	427	454	-5.9%

PROPERTIES FOR SALE VILLAS

While prices for villas for sale have struggled to find a stable trend over the past two years, demand has been steadily increasing. In fact, the number of listings for villas for sale in high traffic areas on www.propertyfinder.bh has increased significantly when comparing July – December 2020 and July – December 2021. For example, Busaiteen recorded an increase of almost 70 percent in the number of listings, and with the number of listings for villas for sale almost doubling in Sanad. Busaiteen has also witnessed expansion plans through land reclamation, the addition of new supermarkets, clinics and various facilities, as well as new work on the Busaiteen bridge connecting Muharraq and Manama. Busaiteen is gaining a lot of popularity with the introduction of Al Sayeh Beach where many local businesses have emerged as well as increasing popularity for Al Sayeh Corniche and Square for families. Heightened regulations and procedures from RERA have also dictated a shift in prices in the villa sale market.

One of the most significant prices increases was recorded for Durrat Al Bahrain, which saw prices increase from BHD 440 per sqm to BHD 500 per sqm when comparing July – December 2020 and July – December 2021, which comes as no surprise, as the area offers luxurious, beachfront homes for sale. Amwaj Islands is another area which saw prices surge from BHD 686 per sqm to BHD 764 per sqm in the same time frame. Both these areas were high in demand during the peak of the pandemic, where people wanted to isolate but still be able to enjoy activities in the comfort of their own homes, which these units offer.

As new units become available in Barbar, median prices have increased, rising from BHD 453 per sqm to BHD 500 per sqm when comparing H2 of 2021 with H2 of 2020. Listings have also recorded an almost 40 percent increase in that same time frame. The Northern governorate has been witnessing a number of rapid development projects, as well as the the addition of new housing projects like Salman City, it has created a surge for nearby locations such as Budaiya and Barbar. It is expected that prices will find a stable pricing index in 2022, with more investment being injected into the market.

Villas for sale: Median Sales Price Per SQM

Community	H2 2021	H2 2020	% difference
A'Ali	408	486	-16%
Amwaj Islands	764	686	11.4%
Barbar	500	453	10.4%
Busaiteen	650	605	7.4%
Diyar Al Muharraq	650	631	3%
Durrat Al Bahrain	500	440	13.6%
Durrat Marina	725	688	5.4%
Galali	575	619	-7.1%
Hamala	585	583	0.3%
Hidd	652	617	5.7%
Janabiya	583	543	7.4%
Riffa	504	512	-1.6%
Saar	566	583	-2.9%
Sanad	556	587	-5.3%
Tubli	594	548	8.4%
Janabiya	900	900	0%
Jannusan	800	900	-11.1%
Jurdab	550	600	-8.3%
Manama	725	775	-6.5%
Reef Island	3,200	3,200	0%
Riffa	838	800	4.8%
Saar	900	900	0%
Sanad	600	600	0%
Seef	800	750	6.7%
Tubli	1,000	1,000	0%

*Prices are in BHD

- Rental prices are based on the median monthly rental prices displayed on Property Finder.

- Sale prices are based on the median price per sqm displayed on Property Finder.

- The data is based on the advertised prices on propertyfinder.bh and may not reflect the actual transacted price.

Sources:

Real Estate Regulatory Agency (RERA)

Survey and Land Registration Bureau

Bahrain Economic Development Board

CBRE



**WANT TO CONTRIBUTE TO
PROPERTY FINDER TRENDS?**

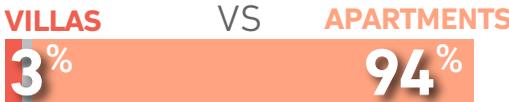
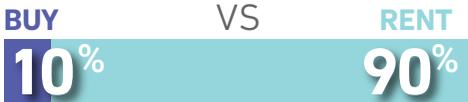
Email Sara*

sara@propertyfinder.bh

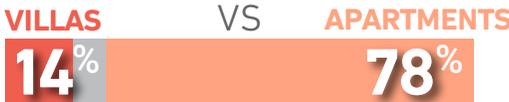
MARKET ANALYSIS - LISTINGS

Take an in-depth look at the top performing areas in Bahrain, highlighting the percentage of **listings** by rent and sale, for villas and apartments.

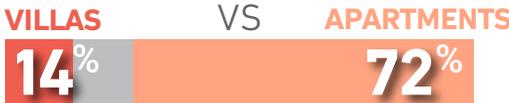
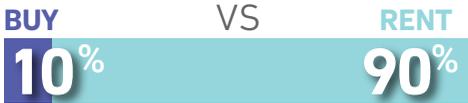
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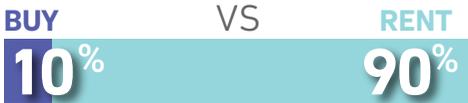
AMWAJ ISLANDS



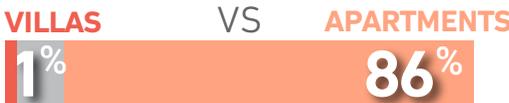
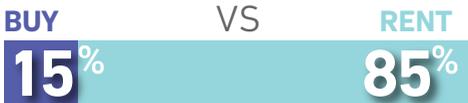
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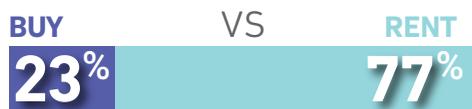
SAAR



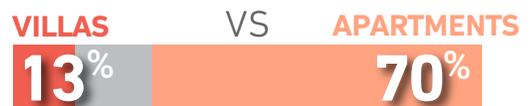
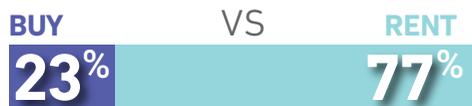
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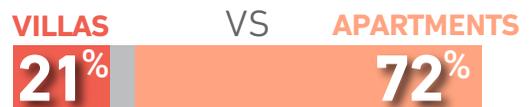
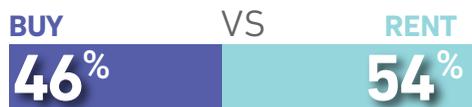
TUBLI



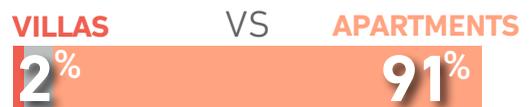
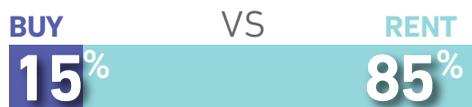
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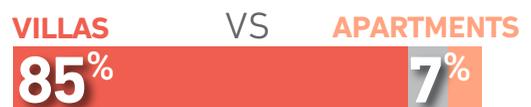
DIYAR AL MUHARRAQ



REEF ISLAND



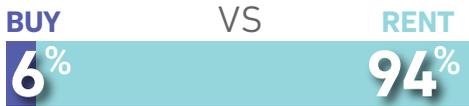
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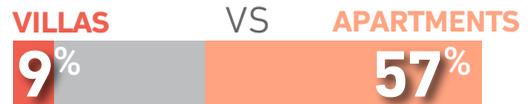
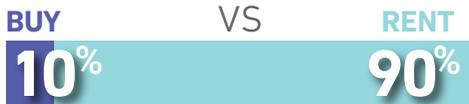
MARKET ANALYSIS - SEARCHES

Take an in-depth look at the top performing areas in Bahrain, highlighting the percentage of **searches** by rent and sale, for villas and apartments.

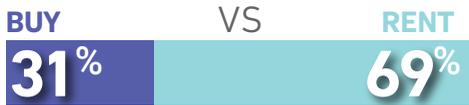
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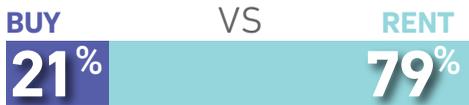
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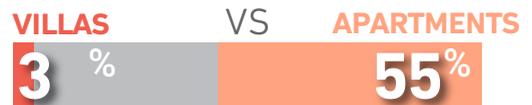
AMWAJ ISLANDS



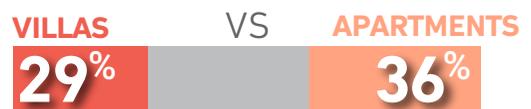
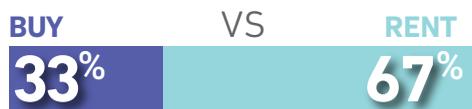
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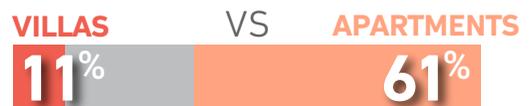
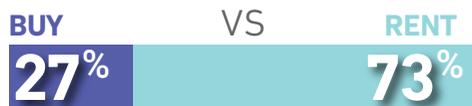
SEEF



RIFFA



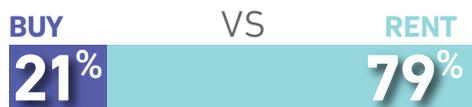
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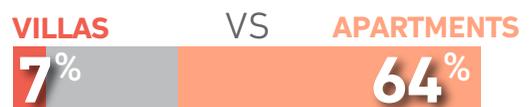
DIYAR AL MUHARRAQ



JANABIYA



DILMUNIA ISLAND



COMMUNITY SPOTLIGHT

1 **MOST POPULAR AREAS** - page 21

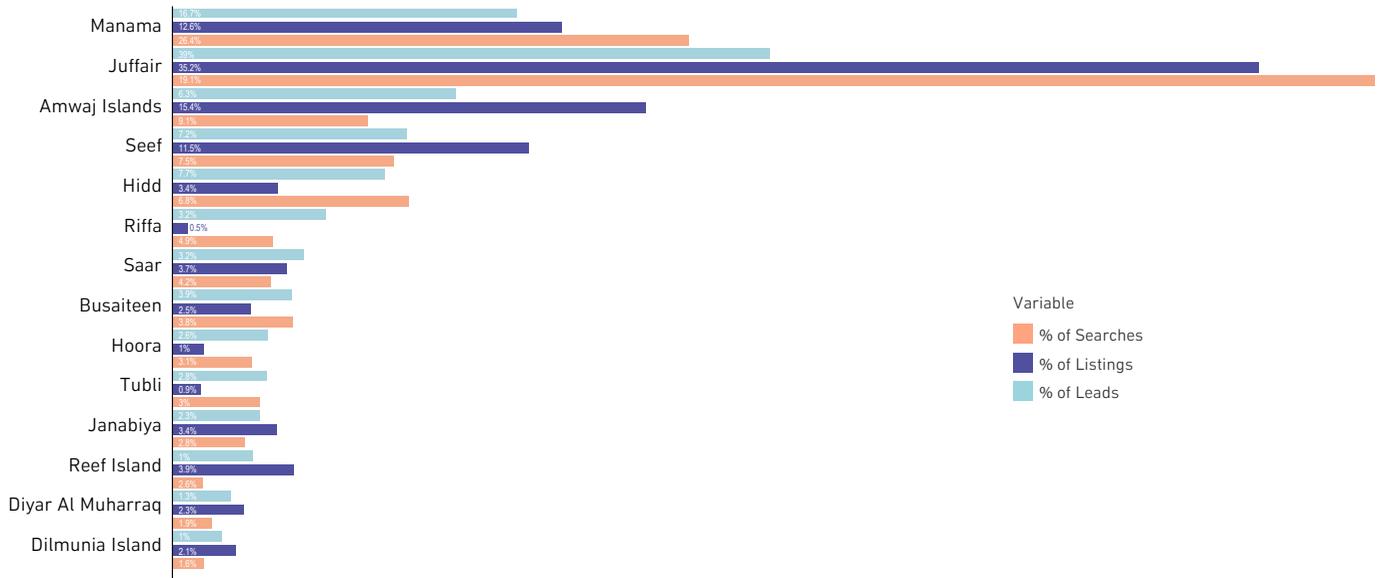
2 **AFFORDABLE SNIPPETS** - page 25

3 **TOP 10 SEARCHED COMMUNITIES
BY NUMBER OF BEDROOMS**
- page 26

MOST POPULAR AREAS

In order to rank the most in-demand places to live, we've listed the top communities based on the percentage of leads, listings and searches on Property Finder.

APARTMENTS FOR RENT

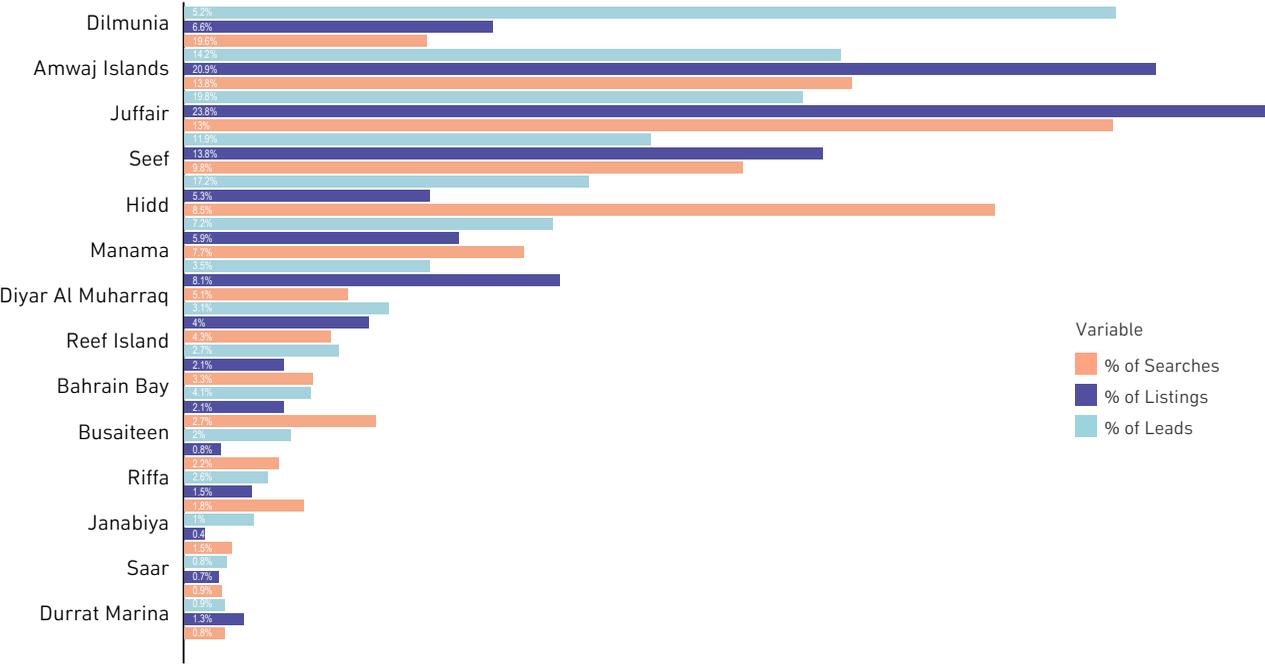


Based on the number of searches, listings and leads recorded on propertyfinder.bh between July and December 2021.



MOST POPULAR AREAS

APARTMENTS FOR SALE

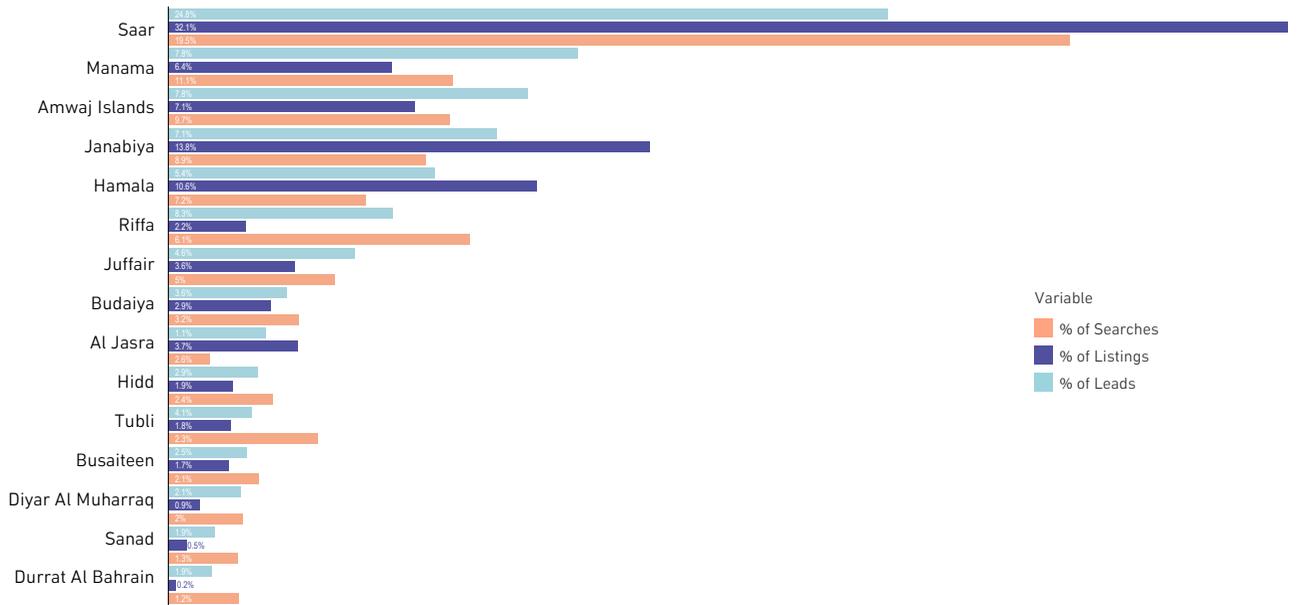


Based on the number of searches, listings and leads recorded on propertyfinder.bh between July and December 2021.



MOST POPULAR AREAS

VILLAS FOR RENT

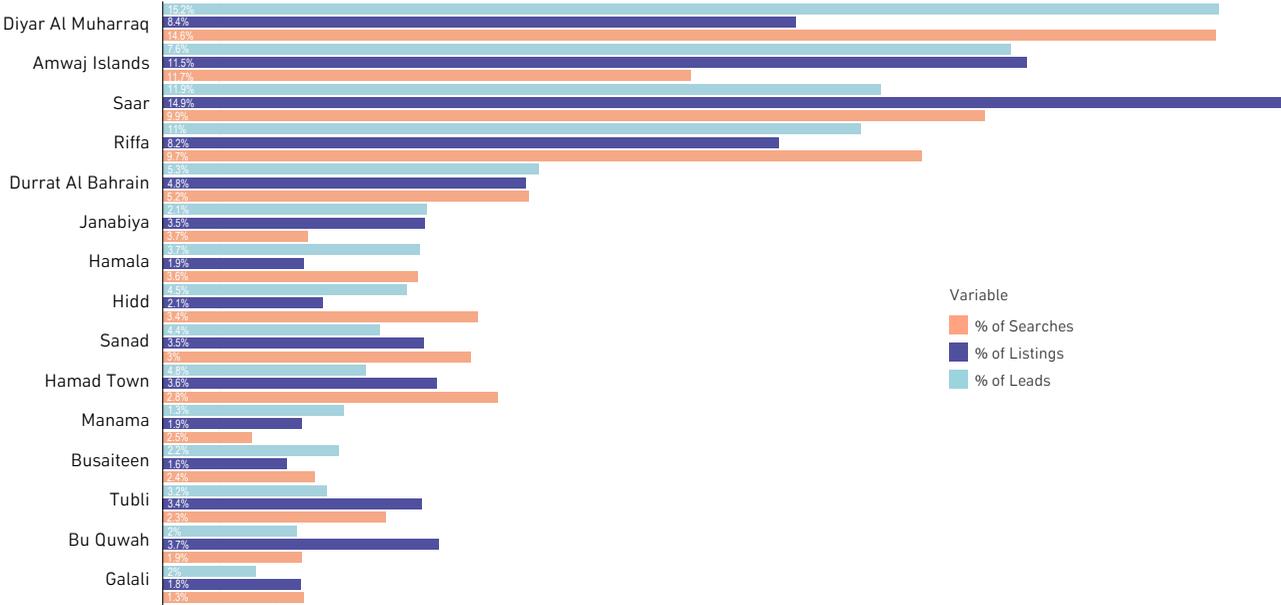


Based on the number of searches, listings and leads recorded on propertyfinder.bh between July and December 2021.



MOST POPULAR AREAS

VILLAS FOR SALE



Based on the number of searches, listings and leads recorded on propertyfinder.bh between July and December 2021.



AFFORDABLE SNIPPETS

Villa or apartment, here are the most affordable areas in Bahrain today.

Apartments for rent (monthly rate)

- | | | | | |
|---|---|---|---|---|
| <p>1 Bilad Al Qadeem
Average price
BHD 160</p> | <p>2 West Riffa
Average price
BHD 198</p> | <p>3 Alhajiyat
Average price
BHD 242</p> | <p>4 Gudaibiya
Average price
BHD 251</p> | <p>5 Manama Downtown
Average price
BHD 264</p> |
| <p>6 Ras Rumman
Average price
BHD 284</p> | <p>7 Manama Souq
Average price
BHD 286</p> | <p>8 Gufool
Average price
BHD 288</p> | <p>9 Karbabad
Average price
BHD 295</p> | |

Villas for rent (monthly rate)

- | | | | |
|---|---|--|---|
| <p>1 Al Bahair
Average price
BHD 450</p> | <p>2 Sugaya
Average price
BHD 508</p> | <p>3 Alhajiyat
Average price
BHD 510</p> | <p>4 Ghuraifah (Old Juffair)
Average price
BHD 550</p> |
| <p>5 Sanabis
Average price
BHD 617</p> | <p>6 Salmaniya
Average price
BHD 643</p> | <p>7 Al Sherooq
Average price
BHD 677</p> | |

Data is based on average advertised prices on propertyfinder.bh and may not reflect the actual transacted price.

TOP-SEARCHED COMMUNITIES BY NUMBER OF BEDROOMS

Take a look at the top-searched communities for studios, one-bedroom, two-bedroom, three-bedroom, four-bedroom and five-bedroom properties in Bahrain.

Studio:

- | | |
|---------------------|------------------------------|
| <u>1. Manama</u> | <u>6. Amwaj Islands</u> |
| <u>2. Juffair</u> | <u>7. Saar</u> |
| <u>3. Seef</u> | <u>8. Hooraa</u> |
| <u>4. Busaiteen</u> | <u>9. Diyar Al Muharraaq</u> |
| <u>5. Hidd</u> | <u>10. Janabiya</u> |



One-bedroom:

- | | |
|-------------------------|------------------------------|
| <u>1. Juffair</u> | <u>6. Busaiteen</u> |
| <u>2. Manama</u> | <u>7. Diyar Al Muharraaq</u> |
| <u>3. Seef</u> | <u>8. Saar</u> |
| <u>4. Amwaj Islands</u> | <u>9. Hooraa</u> |
| <u>5. Hidd</u> | <u>10. Reef Island</u> |



TOP-SEARCHED COMMUNITIES BY NUMBER OF BEDROOMS

Two-bedroom:

1. Manama

2. Juffair

3. Amwaj Islands

4. Seef

5. Hidd

6. Saar

7. Reef Island

8. Busaiteen

9. Riffa

10. Diyar Al Muharraq



Three-bedroom:

1. Manama

2. Juffair

3. Amwaj Islands

4. Saar

5. Seef

6. Janabiya

7. Hidd

8. Riffa

9. Reef Island

10. Diyar Al Muharraq



Four-bedroom:

1. Saar

2. Amwaj Islands

3. Janabiya

4. Manama

5. Hamala

6. Riffa

7. Hidd

8. Diyar Al Muharraq

9. Juffair

10. Al Jasra



Five-bedroom:

1. Saar

2. Riffa

3. Amwaj Islands

4. Manama

5. Janabiya

6. Hamala

7. Diyar Al Muharraq

8. Hidd

9. Durrat Al Bahrain

10. Juffair

TOP 20 AREAS BY NUMBER OF LEADS

Leads = Demand!

Take a look at the top 20 areas by number of leads for rental and sale units in Bahrain.

RENT

- 1. Juffair**
- 2. Manama**
- 3. Hidd**
- 4. Seef**
- 5. Amwaj Islands**
- 6. Saar**
- 7. Riffa**
- 8. Busaiteen**
- 9. Tubli**
- 10. Janabiya**
- 11. Hooraa**
- 12. Diyar Al Muharraaq**
- 13. Sanad**
- 14. Dilmunia Island**
- 15. Reef Island**
- 16. Budaiya**
- 17. Hamala**
- 18. Muharraaq**
- 19. Isa Town**
- 20. Galali**



SALE

- 1. Hidd**
- 2. Amwaj Islands**
- 3. Juffair**
- 4. Diyar Al Muharraq**
- 5. Riffa**
- 6. Saar**
- 7. Seef**
- 8. Manama**
- 9. Busaiteen**
- 10. Dilmunia Island**
- 11. Sanad**
- 12. Hamala**
- 13. Janabiya**
- 14. Hamad Town**
- 15. Durrat Al Bahrain**
- 16. Tubli**
- 17. Reef Island**
- 18. Bahrain Bay**
- 19. Galali**
- 20. Arad**



Based on the number of enquiries and listings on propertyfinder.bh from July – December 2021.

CONTRIBUTORS

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THE COMPETITIVE NATURE OF THE CURRENT REAL ESTATE MARKET



Adeel Ajaz
Managing Director
Bayut Properties

With a record number of new real estate companies opening every month, looking to take advantage of the Kingdom's ever-growing real estate market, the sector in Bahrain is witnessing unprecedented competition, with over 200 companies registered on the popular portal Property Finder, coupled with the fact that every company wants to stand out from the rest; but in reality, there are a few factors that differentiate one company from another.

1. Web and social media presence:

With more and more people looking for virtual tours and videos of properties, web presence hasn't just become a necessity, but one of the most critical parts of any real estate company's marketing tools and strategies. It is also noticeable that the quality of pictures and videos plays a part, as it helps attract leads nationally as well as attracting internationally based clients looking to relocate to the Kingdom.

2. Excellent service:

Word of mouth referrals are worth more than any type of advertising, as it leaves your clients satisfied with your service, recommending you to their family and friends. This creates a bigger social circle, and maintains the company's reputation.

3. In-depth knowledge:

With many companies looking to remain as area specialists, the importance of a thorough understanding of a particular area can be seen, as it assists potential clients with their various housing needs.

4. Client follow-up:

Following up on a lead has become one of the fundamentals of any real estate professional's success, as it has been seen that a quick response gives an upper hand in closing a deal, and an edge over the competitor.

It is worth noting that the competition in the current

« This has led some companies to use innovative ideas to gain an edge over its competitors, using different ways of marketing such as, using billboards, unique car branding, and inviting vloggers to promote properties to attract a larger audience. »

market is quite evident in some of the most popular areas of Bahrain such as Juffair, and Amwaj Islands, where it is noticeable that many companies are vying for a higher market share. This has led some companies to use innovative ideas to gain an edge over its competitors, using different ways of marketing such as, using billboards, unique car branding, and inviting vloggers to promote properties to attract a larger audience.

As a result, it can be observed that real estate companies have improved their standards of customer service, online marketing and transparency in their dealings and a quicker lead response, which has increased the trust and confidence of the client towards the real estate professionals and led more clients in utilising their services.



REAL ESTATE AND TECHNOLOGY



Ehab Al Mosawi

Founder and Managing
Director
Boon Real Estate

The modernity of the real estate industry is continuously evolving according to the technology available. We now hear of smart and environmentally friendly buildings, smart cities and renewable energy. Additionally, it is no longer about buying real estate via traditional methods such as real estate brokers or real estate consultants; there are now several new methods available through the use of technology, digitization and artificial intelligence when it comes to investing in real estate.

A recent study conducted by Oxford University in 2020, stated that 53 percent of real estate companies invest directly in technology. In this article, I will be highlighting the technological tools and methods used in real estate:

PropTech:

PropTech is a term which came from two words: real estate and technology. It includes various solutions and means that contribute to the growth and development of real estate programs in general. It is one of the emerging modern industries which is expected to grow and flourish significantly in the coming years due to the increasing population in the world. The new generation of consumers and real estate owners have a desire to choose smart solutions that facilitate the search for a property for rent or sale, as this contributes to the speed of arrangements in obtaining the appropriate property.

Listing platforms (for renting and buying Approved real estate):

Currently, the way customers find properties has changed through listing platforms that provide all information related to the property, without meeting real estate agents. These sites contribute to saving time and effort for both real estate companies and potential clients.

3D Virtual Tours:

Closely related to search applications with solutions that enable potential buyers to take a virtual tour of properties during selection, it eliminates the time and costs of visiting many properties, many of which can be excluded from the list of potential choices of the client through virtual viewing or an initial selection. Virtual reality tech allows us to conduct realistic virtual tours of any unit and this method is often used by listing sites and real estate websites alike.

« A recent study conducted by Oxford University in 2020, stated that 53 percent of real estate companies invest directly in technology. »

AI Chats:

Customers using real estate software expect to receive the best services and experiences enabled by tech. So, communication channels should be available 24/7, with the response time being as quick as possible, and an almost zero error rate. These conversations can take place via chatbots.

Big Data:

Databases and data warehouses are used to store huge amounts of information collected about consumer preferences and trading information. Real estate applications based on machine learning models and analysing data to predict changes in real estate metrics helps customers understand which property is a better choice for their investment, as in the case of commercial real estate and others.

Blockchain:

This can be used for partial real estate investing and allows property owners to sell portions of their stake in a particular property. The technology is also used to enable important documents such as title deeds to be stored securely, as is the case with other business sectors. This technology relies heavily on a large database and a decentralized form of information.

Mobile Applications and Social Media:

Mobile phones are one of the most efficient technologies used in the real estate industry, which has led to the development of various apps in real estate rental and purchase platforms. These applications offer

many advantages to potential customers compared to other means of locating real estate. In addition, databases are constantly updated, providing timely information on new properties on the market. Social media is the most popular platform at the moment, when it comes to finding real estate listings.

Internet of Things (IoT):

Homes, apartments, and smart devices are changing the way we live in many ways. Smart devices are generally powered by the Internet of Things (IoT) and have become one of the major trends in property management. IoT refers to the practice of embedding sensors and computing technology into the different elements we interact with every day. The ultimate goal of this technology is to provide people with a more comfortable, enjoyable, and economic lifestyle.

Using Modern Technologies for Drones:

The innovative use of technology in real estate has led to the use of drones for displaying and selling remote properties through external and aerial photography of the hard-to-reach location.

Air Quality Management (AQM):

Air quality is an essential element in choosing a property in order to live in an unpolluted area, where advanced devices are used to measure air quality inside buildings or within modern cities.

Virtual Real Estate (VRE):

With the increasing popularity of cryptocurrencies in the market, the concept of virtual real estate has been developed, and the risk rate is very high, as there is no legislation for this activity in addition to the absence of a physical entity as is the case in ordinary real estate, and caution must be taken in dealing with it.



THE POSITIVE IMPACT OF BAHRAIN'S STRATEGIC PROJECTS PLAN ON REAL ESTATE SECTOR



Ali Al Ghasra
Business Manager
Carlton Real Estate

We were delighted to hear that the Government of Bahrain recently announced a \$30 billion strategic projects plan to be invested across various sectors in Bahrain's national infrastructure. The projects carrying the most significant capital investments are expected to thrive Bahrain's economy in terms of its post-pandemic economic recovery plan.

With the aim of strengthening ties with its neighbouring countries, the plan will feature 22 projects across different sectors in Bahrain, providing residential, logistical, and touristic facilities. The projects will increase Bahrain's land development ratio by almost 60 percent (as recently announced by government sources) as a result of the creation of five new cities. Other projects include the construction of a sports city and an international exhibition and convention centre which is expected to be amongst the largest conference cities in the Middle East. In addition to a series of resorts in the southern part of the Kingdom to boost visitors and tourism. These projects will be complemented by a metro network linking around 109 kilometres of land supported by sea and land fibre optic technology investments.

The real estate sector in Bahrain is expected to grow as a result of the strategic projects plan. This growth will provide opportunities for the real estate companies in Bahrain to reengineer their services to cater for the increasing number of large-scale residential and commercial projects in Bahrain to attract investors from the region, particularly from Saudi Arabia and Kuwait. The continuous cooperation between the Real Estate Regulatory Authority (RERA) and the various stakeholders within the real estate and financial sectors of Bahrain, will help contribute towards the realisation of the plan.

Considering the increasing market size and varieties, real estate companies will require a variety of specialised skills; companies will have to rise up to the demanding requirements of the plan to provide specialised and professional services in investment analytics, feasibility studies, market research, credit assessment and financial modelling and structuring.

The traditional approach of sales and marketing will not be sufficient enough in the coming years. Real estate

« This growth will provide opportunities for the real estate companies in Bahrain to reengineer their services to cater for the increasing number of large-scale residential and commercial projects »

companies will have to restructure their marketing strategies to support online transformation which will need to focus more on social media platforms, websites and mobile applications. Companies will also have to focus on their brand-building strategies in terms of digital identity, in order to distinguish themselves as innovative real estate service providers in the market. There is also a great need for specialised research in real estate, which would allow for the availability of more meaningful data and increased transparency in this field. Hence, better enhancement opportunities in the real estate sector in Bahrain.

We see the opportunity in Bahrain's strategic projects plan as it will give the real estate companies the potential for expansion and growth by providing investment and other real estate services in a wider and more mature market.



EVOLVING REAL ESTATE MARKETING IN BAHRAIN



Maged Haqbaz

Chairman

Haqbaz Real Estate

The Kingdom of Bahrain is taking confident and balanced steps towards stable political, economic and development levels under the leadership of His Majesty King Hamad bin Isa Al Khalifa and His Royal Highness Prince Salman bin Hamad bin Isa Al Khalifa, Crown Prince and Prime Minister.

The existing economic stability is evident according to an insightful vision that promotes growth based on sustainable development plans for all sectors, including the real estate sector.

Bahrain is constant with its legislations and regulations that keep pace with global development in the administrative, financial and technological aspects; not to mention the fact that the Kingdom encourages freedom of commercial and residential ownership in real estate, which has turned Bahrain into a top destination for foreign direct capital investors that are looking for safe and stimulating markets for investment.

The Kingdom of Bahrain encourages freehold ownership allowing citizens and residents to own apartments, as well as commercial/service offices, and encourages banks and financial institutions to finance the real estate market. These facilities reflect the kingdom's support for the market and its assistance in providing high-quality real estate products, as well as achieving the objectives of achieving feasible investment returns.

During the COVID-19 crisis, the market faced many challenges, but it has passed the most dangerous phase, due to the aforementioned commendable government efforts, which resulted in the market entering the recovery stage with valuable lessons learned from previous stages and conditions. This stage will witness great opportunities as a result of the refrain of many investors around the world from spending their money on investment projects during the pandemic, and this constitutes a bright window that can benefit the real estate market.

In current market conditions, we propose to unify the governmental and private sector efforts to attract global investors to work on marketing real estate opportunities and facilities in the Kingdom of Bahrain on a large scale, making Bahrain a global destination for investment.

These opportunities can only be exploited by uniting everyone and developing the quality of real estate products thus presenting them in a way that competes with other regional markets.

On the other hand, real estate companies need to invest in research and development as well as new marketing techniques to expand their opportunities in reaching external leads to catch up with the growing Bahraini real

« These facilities reflect the kingdom's support for the market and its assistance in providing high-quality real estate products, as well as achieving the objectives of achieving feasible investment returns.»

estate market. The advertising presence of real estate companies in the new digital media is limited to apartments, villas, sales opportunities and rental vacancies. We do not find much creativity and innovation in real estate marketing that competes with other sectors such as telecommunications and banking, and this makes us ask ourselves, why is our sector behind on such marketing techniques?

At the same time, we find that we need cooperation between everyone to develop unified mechanisms and strategies in which we can work on new marketing and promotional methods for our real estate products in a more comprehensive way that keeps pace with the development in existing projects and those under construction.

We live in a society where security and law prevail and are governed by an environment that encourages development, creativity and investment. From this point of view, all companies in the market must harness their potential for expansion and investment, taking into account the diversification of real estate products and looking at the new cities and islands that will be added to the development projects in the Kingdom of Bahrain that have already been announced at the end of 2021.

We are blessed to have access to all these facilities and services in the homeland, which provide all development opportunities for those who want it and have the ambition and drive that will lead them to achieve their goals.

In the end, we look towards the future with optimism, renewed determination and strenuous grit to walk in steady steps that see continuous development and improvement, in light of the availability of a supportive environment and the appropriate tools to create a future that matches the aspirations of Bahrain Vision 2030.

2022 OUTLOOK

The real estate market witnessed a great deal of turmoil during 2021, mainly due to the COVID-19 pandemic, but this year is highly considered to be a year of change for the industry, with the aspirations and decisions expected to take place in 2022 bringing either a positive or negative effect on the market.

The Real Estate Regulatory Agency (RERA) at the E-Government Department, intends to launch the Real Estate Information Bank project, which will constitute a prominent base of reliability for the information available to the public about real estate conditions and transactions, which will lead to increased investment in real estate projects.

The importance of this project lies in providing information, data and statistics related to the real estate performance in the Kingdom of Bahrain and the future trends of the real estate market, supporting decision-makers in this sector in obtaining the latest developments related to buying, selling and investment.

This national project is considered the first of its kind in the Kingdom. It is expected that this project will be launched in the third quarter of 2022. It will also provide accurate facts and figures, creating a qualitative leap in the real estate sector, keeping pace with the development of digital innovation in the Kingdom, which, in the long run, will contribute to achieving Bahrain's Vision 2030.

Another notion that has been noticed lately in the market, is the phenomenon of rising prices of residential lands in areas under 350sqm, especially those located in the Western Region, which is due to increased demand and the suspension of sorting. It is expected that this will negatively affect investor purchasing, as this rise in pricing is not compatible with the rise in income per capita. So, it is suggested that the setbacks be reduced from two metres to one metre, so that citizens can make optimal use of their land, in proportion to the size and requirements of the family, as permitted by the budget.

This will also lead to investors and owners of relatively large lands to split their lands and place them on the market as multiple land plots. This could be a way to reduce the pressure of housing requests, as well as revitalise the Bahraini real estate market across all segments, which will result in a decreased number of people on the Ministry of Housing's waiting lists.

It has also been reported that rental values have also witnessed a significant decline due to the increase



Ammar Albossta
CEO
House Me

« The importance of this project lies in providing information, data and statistics related to the real estate performance in the Kingdom of Bahrain and the future trends of the real estate market. »

in utility bills, as well as the repercussions of the COVID-19 pandemic. It is highly expected that the declines in housing rental units and the prevailing purchase prices will contribute to the trend of citizens, residents and investors from abroad to buy and own real estate in all its forms, which will contribute to advancing and pushing the real estate activity forward. Currently, one of the priorities of the real estate market is to develop a plan to increase demand for real estate, by increasing the supply of units in Bahrain.

The COVID-19 pandemic was also a clear reason for disrupting the economic scene in Bahrain, as it caused a lack of demand in the rental market, and the commercial sector was affected, especially for SMEs which suffered from the change in plans and future projects and the development of alternative plans to coexist with labour market conditions and the rapid changes that obliged many to make fateful decisions which changed many strategies. This brought on a new wave and vision that was completely different from previous years, but it is expected in the world that this pandemic will recede during the third quarter of 2022, which gives a positive outlook of the real estate market for investors, owners and tenants. Although all these challenges are very important lessons in changing the requirements of the commercial sector in the Kingdom of Bahrain, it also opens us to all possibilities to develop this sector from a crisis and transform it into a new brighter stage that opens up a horizon full of opportunities.

CURRENT MARKET BEHAVIOUR



Azeem Nawaz

Founder

Insight Real Estate

Bahrain's real estate market has been somewhat turbulent over the past couple of years in lieu of the COVID-19 and forthcoming variants. The real estate market was thrown into an unconventional state when the COVID-19 pandemic struck. Between people losing work and being afraid or unable to move, restrictions and lockdowns had a significant impact on the market.

Even as life regains a sense of normalcy, there are several factors that will continue to impact housing prices, rental or buyer behaviour and the real estate market in general.

It wouldn't be erroneous to say that the implication of the pandemic era has left the real estate market with quite uneven behaviour, particularly in terms of decision-making power, which has dramatically distressed the entire market scenario in terms of closing deals effectively resulting in losing potential clients and/or deals surprisingly. However, this trauma may escalate and lead to a larger crisis in connection with the forthcoming situation of suspected COVID variants floating in the news. Nevertheless, the market may boost if no harm arises during the upcoming months and improvements of the real estate market and tenants' behaviour could be witnessed.

Having spent a couple of years with restricted market conditions, it has been witnessed that the majority of potential clients/tenants carry the fear of losing jobs/income when searching for properties, which ultimately put them under pressure for the 'closed contracts' and strict 'term and conditions' and is certainly a huge drawback of losing potential clients based on these uncertainties which is clearly an enormous factor of the current slow market.

Keeping in view that a large number of expatriates are the main clients for the rental market and the majority of them are job holders in private firms – the fear of losing jobs or even reduction of wages is the core factor of uncertainty of the real estate market. Potential clients have been seen negotiating on contractual clauses, especially the diplomatic clause, which has previously not been mentioned in rental or lease agreements but has now become one of the main points where clients/tenants take longer to decide.

All of these factors have led the consumer to become less urgent when it comes to renting and buying residential properties. Looking ahead in residential

« Even as life regains a sense of normalcy, there are several factors that will continue to impact housing prices, rental or buyer behaviour and the real estate market in general. »

real estate, I see a decline in the necessity to lease or buy as more people get outside of their homes and are drawn back to other activities. Top regions may remain very strong and prices should stabilise for the short term as more properties emerge.

Moreover, the real estate market will significantly appreciate despite the crises that have occurred – the market declined dramatically two years back and it will certainly bounce back with its full thrust.

“Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world.” (Franklin D. Roosevelt)



HOW BUYERS AND LANDLORDS CAN MONETISE THE PANDEMIC



Diana Valeyra
Senior Property Consultant
Kensington Real Estate

There are two types of mindsets in the times of this pandemic; the first type are the ones who sit on cash and watch in fear, and the second type are those who search for opportunities, understanding that we may never witness prices be as low as they are today. With the market being a buyer and tenants' market, landlords must 'stage' their properties for success.

Buyers:

Over the past two years, the world has witnessed much negativity fuelled by fears of the global pandemic. But the reality is that there has been an influx of positive investors seizing opportunities at low prices, which may never happen again. Every investor speaks and breathes one important word: yield. And there are only two ways to improve yield. The first is 'price' and the second is 'rent'. Prices for Juffair at BD405/sqm, Amwaj at BD386/sqm and Reef at BD541/sqm have never been witnessed over the last decade, but these are prices we have sold to some of our investors in the last quarter of 2021. We have helped investors achieve yields of 9.5 - 12.5 percent during the pandemic itself, wherein rents have dropped significantly.

"Be fearful when others are greedy, and greedy when others are fearful" – Warren Buffet.

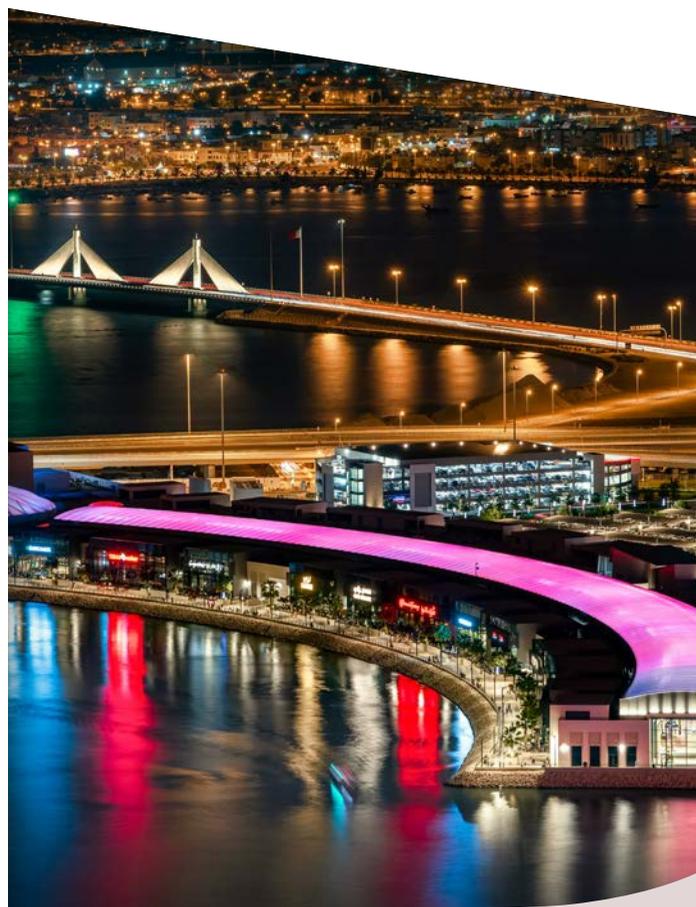
The majority of investors who have purchased units have actually been cash buyers, willing to allocate all their savings into a property which is now generating a monthly ROI for them. We currently have properties for sale which are tenanted and therefore offer an immediate income of approximately 10 percent from day one. As the pandemic eases, we will witness a rise in rental rates as well as selling prices, so by purchasing now you will lock in the lower price while enjoying the positive effect of increased rents on your investment yield.

Landlords:

With regards to landlords; 'staging' is, unfortunately, a concept not commonly used in Bahrain. With rents having dropped somewhat dramatically, and a continued supply, it has become a tenant's market. Properties that are well-kept and "staged" have been moving rapidly in the market. Imagine yourself as

« The most fundamental, yet most overlooked, step in making the right property decisions is picking the right property consultant to walk you through it. »

the tenant/buyer and the feeling of walking into a beautifully staged property with plush pillows, fresh smells and a table set up and ready to eat on. We have assisted landlords in the entire process and have seen the results. The most fundamental, yet most overlooked, step in making the right property decisions is picking the right property consultant to walk you through it.



WHO NEEDS A VACATION WHEN YOUR LOCATION IS LIKE A HOLIDAY HOME?



Anastasia Ageeva

Managing Director

RmR Contracting W.L.L

The pandemic has brought about a major shift in the perception of “home sweet home”. The former love affair with the “city vibe” and contentment gained from a typical serviced apartment, near the office with amenities, has suffered a decline amongst renters and prospective homeowners alike. The global effects of COVID-19 have forced us to adapt to a new “normal” and our behaviour has evolved to embrace new lifestyle opportunities.

People have developed a new passion and perspective of home, whilst re-evaluating what’s truly important in their lives. I have personally witnessed a dramatic lifestyle change take place with so many of my existing and new corporate clients. During the first lockdown in Bahrain and the closing of gyms, swimming pools, restaurants and bars, Amwaj Islands saw a dramatic increase of people participating in sporting activities on the streets of Amwaj Islands. We saw the determination of the people to continue with their personal fitness routines by walking, jogging, and cycling. We also witnessed the occasional micro-outdoor gym, with 2-3 individuals training together with free weights on the pavements.

Demand for access to beaches became extremely popular with people craving nature, sea views, swimming and walks along the shoreline, in other words, comfort. Spending more time at home and working remotely have resulted in individuals searching for improved living options with extra rooms to be utilised as an office or indoor gym.

Shifting priorities and lifestyle choices have had a significant impact on the “man-made” Bahrain beachfront property markets of Amwaj Islands, Tala Island, Dilmunia Island, Marassi Al Bahrain and Durrat Al Bahrain. With those areas seeing a high demand for properties boosted by the psychological effects of the pandemic.

Waterfront villas and apartments, with access to the beach, are at 100 percent occupancy with tenants enjoying the benefits afforded them by the location. I recall my friends, who own a water sports business, telling me that their entire stock of kayaks was sold out within 3 months. This phenomenal demand for sports equipment has also outstripped supply with people buying bicycles literally through window shopping, as the stores shut down.

« The constant demand for these specific waterfront properties, either for sale or to rent, continues to remain strong and with the shortage in supply, market prices have escalated. »

Individual villas on the beach, with/without a swimming pool, have been in high demand in both the rental and sales markets. Our bespoke portfolio of waterfront properties, ranging from BHD 250,000 to BHD 650,000, which was previously subject to a static market for the past 3 to 4 years, was actually sold out in the period between 2020 and 2021. The constant demand for these specific waterfront properties, either for sale or to rent, continues to remain strong and with the shortage in supply, market prices have escalated.

Several villa compounds, for rent on Amwaj Islands, have seen full occupancy for the past six months, with waiting lists growing as prospective clients are willing to take over immediately the current occupants serve their notice to the Landlord. This situation has never previously occurred during the 14 years I have been working with properties on Amwaj Islands. Moreover, quite a few Bahraini and expat investors / landlords have taken their investments off the market with a view to residing in them permanently or utilising them as weekend retreats, and in the process further constricting the property supply.

The current market of Amwaj Islands can be characterised as strong and remarkably resilient to the overall economic environment, compared to the years leading up to the pandemic era. The key to this resilience and potential future growth; is the renewed passion for our homes, a shift in lifestyle towards accessible waterfront environments, tranquil locations and increased demand for more space; all of which is catered for by the Amwaj property market.

As we emerge out of the pandemic, I see our homes have largely become the hub of our universe with a deep shift in our consciousness and a change in what makes our hearts beat faster. It’s a change that has created an opportunity to redefine ourselves and one that is most likely to last.

COVID-19: A HUMANITARIAN CHALLENGE



Pankaj Mishra
General Manager
Tital Towers

The pandemic will have lasting effects on how people live, work and play.

In 2022, we are looking back at how the real estate market has evolved due to the challenging pandemic and how it has pushed us to create opportunities in an unfavourable situation.

For example, with in-person visits being deemed “unsafe” or “unadvisable”, we noticed the strength in digital marketing and social media promotions as a useful sales tool during this period.

In addition, we look to retain occupancy by introducing flexible payment plans, lowered rental rates, increased/added services and rent to own options. These are just a few of many examples of how we look to adapt, evolve and improve our strategy moving through the COVID-19 pandemic.

With the new developments surrounding Amwaj Islands, we have seen renters and owners take advantage of the hype by reducing rental rates as much as 25 percent to 30 percent over the past two years and it seems the new rates are here to stay, making Amwaj Islands a lot more attractive than its surrounding areas. I mean who wouldn't want to live on an island, with well-maintained roads and walkways, secure apartments and beautiful scenery. There is no doubt that the area has charisma.

With the development of the new Manama causeway that will link Diyar Al-Muharraq to Sayah and Bahrain Bay, we will see a reduction in traffic and travel time to/from the business hub of Bahrain to the likes of Diyar, Amwaj Island, Marrassi and the surrounding areas. With that being said, why wouldn't one want to invest in these areas and take full advantage of the current rates.

In 2018 the RERA Regulations pushed the real estate sector to provide and improve on the quality of services offered. So, we have focused on combining real estate and hospitality, which has shown desirable results.

We must applaud the efforts made by the government of the Kingdom of Bahrain, who

« With the new developments surrounding Amwaj Islands, we have seen renters and owners take advantage of the hype by reducing rental rates as much as 25 percent to 30 percent over the past two years. »

implemented a number of new measures in order to support not only its citizens but expatriates too, during the pandemic such as suspending water, electricity and municipal bills within the year 2020. Another measure was by the Central Bank of Bahrain who allowed the freezing of loans without interest for a period of time.

Support however was not only shown by the government of Bahrain but by its people, expats and various companies who in their own way stood together to support each other through the unexpected hard time. Telecommunication companies showed their support by giving free internet for a period of time within the year 2020 and reduced rates on internet and service packages.

As we look towards the future, we embrace the fact that our world is evolving and in-process presenting new and exciting opportunities. So, our mindset remains fluid and adaptable. Together with the Kingdom of Bahrain we strive to achieve the Economic Vision of 2030.

“Don't wait to buy real estate, buy real estate and wait.”

CONSUMER SEARCHES EXPLAINED

1 TOP SEARCHED AREAS - page 45

2 USER BEHAVIOUR - page 49

3 TOP SEARCHED KEYWORDS - page 51

TOP 20 SEARCHED AREAS FOR APARTMENT AND VILLA RENTALS IN BAHRAIN

There has been minimal change recorded for the most popular areas for apartment rentals between July – December 2021. Still very popular areas, Manama and Juffair have accounted for over 40 percent of searches in that time frame, and remain firm as the top searched areas in the country for that unit, with Amwaj Islands in the third spot.

APARTMENTS

LOCATION

- | | |
|--------------------------------|-------------------------------------|
| <u>1. Manama</u> | <u>11. Janabiya</u> |
| <u>2. Juffair</u> | <u>12. Reef Island</u> |
| <u>3. Amwaj Islands</u> | <u>13. Diyar Al Muharraq</u> |
| <u>4. Seef</u> | <u>14. Dilmunia Island</u> |
| <u>5. Hidd</u> | <u>15. Sanad</u> |
| <u>6. Riffa</u> | <u>16. Isa Town</u> |
| <u>7. Saar</u> | <u>17. Bahrain Bay</u> |
| <u>8. Busaiteen</u> | <u>18. Budaiya</u> |
| <u>9. Hoorā</u> | <u>19. Galali</u> |
| <u>10. Tubli</u> | <u>20. Muharraq</u> |





VILLAS

As one of the most popular areas in Bahrain for families, Saar continues to be the top searched area for villa rentals in the second half of 2021. At almost 20 percent of all searches between July and December 2021, the community is known for its villas and family friendly living. Increased demand for villa searches has been recorded in Janabiya and Hamala as more users are looking for larger spaces which are also budget friendly.

LOCATION

1. Saar

2. Manama

3. Amwaj Islands

4. Janabiya

5. Hamala

6. Riffa

7. Juffair

8. Budaiya

9. Al Jasra

10. Hidd

11. Tubli

12. Busaiteen

13. Diyar Al Muharraq

14. Barbar

15. Jannusan

16. Sanad

17. Durrat Al Bahrain

18. Seef

19. Dilmunia Island

20. Reef Island

TOP 10 SEARCHED AREAS FOR APARTMENTS AND VILLAS FOR SALE IN BAHRAIN

Dilmunia Island has recorded almost 20 percent of searches for apartments for sale between July and December 2021, surpassing Amwaj Islands and Juffair as the most popular area for that segment. The top three locations have actually recorded over 45 percent of all searches in that time frame, which is an indication of a surge in sale transactions in the country.

APARTMENTS

LOCATION

- | | |
|----------------------------------|------------------------------------|
| <u>1. Dilmunia Island</u> | <u>6. Manama</u> |
| <u>2. Amwaj Islands</u> | <u>7. Diyar Al Muharraq</u> |
| <u>3. Juffair</u> | <u>8. Reef Island</u> |
| <u>4. Seef</u> | <u>9. Bahrain Bay</u> |
| <u>5. Hidd</u> | <u>10. Busaiteen</u> |



Diyar Al Muharraq remains as the top searched area for villas for sale in Bahrain between July and December 2021, as it remains popular with buyers and investors alike. Saar and Janabiya have also recorded increased interest, as more units go into handover in those two areas, at reasonable prices.

LOCATION

- | | |
|------------------------------------|------------------------------|
| <u>1. Diyar Al Muharraq</u> | <u>6. Janabiya</u> |
| <u>2. Amwaj Islands</u> | <u>7. Hamala</u> |
| <u>3. Saar</u> | <u>8. Hidd</u> |
| <u>4. Riffa</u> | <u>9. Sanad</u> |
| <u>5. Durrat Al Bahrain</u> | <u>10. Hamad Town</u> |

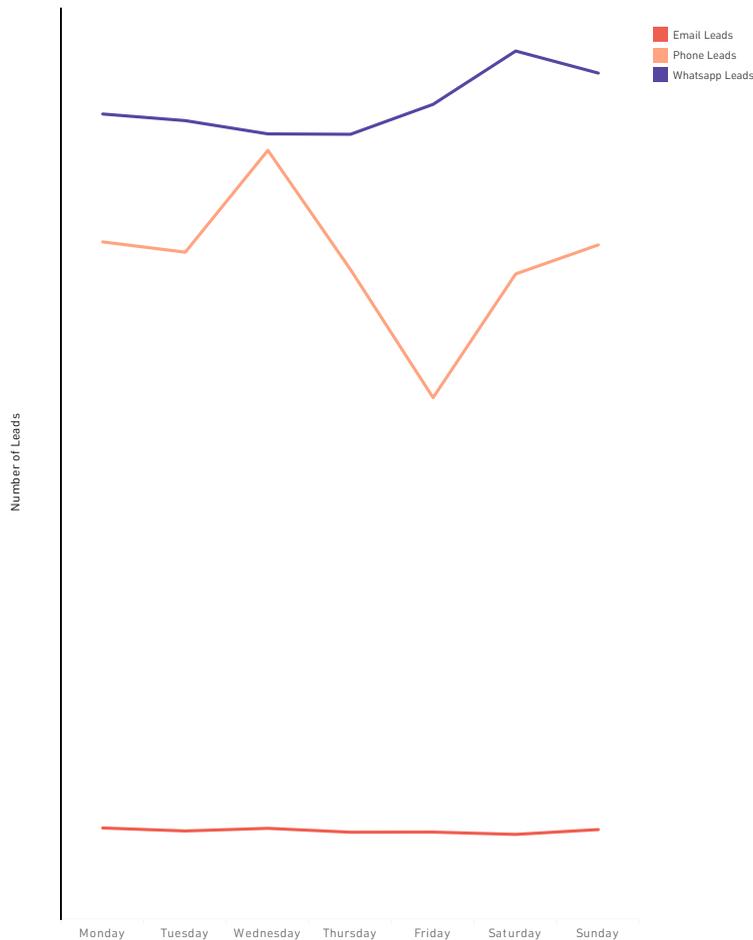
Based on the number of searches on propertyfinder.bh from July - December 2021



USER BEHAVIOUR

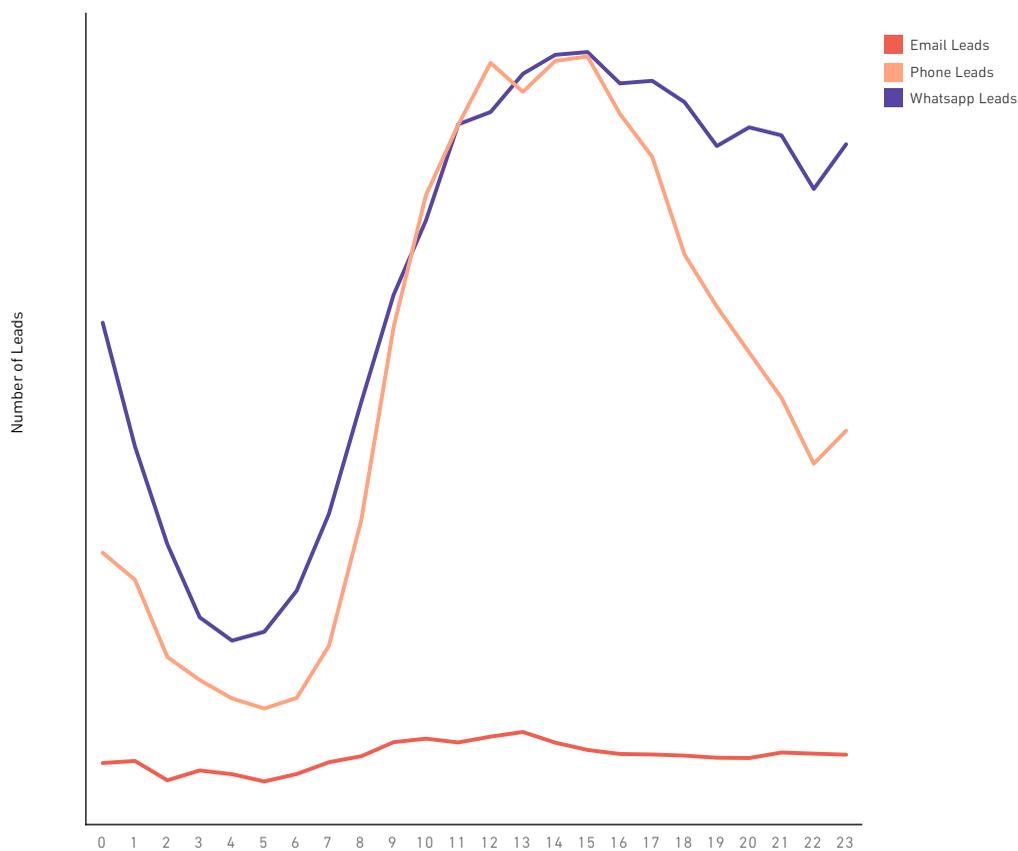
**When and how are consumers using our portal?
Here's what you should know to optimise your performance**

LEADS PER DAY OF THE WEEK



We have seen a shift in trends when it comes to leads per day of the week, which could be due to the nature of “remote working” and “work from home” policies, especially when it comes to phone leads, with leads reaching their highest number on Wednesdays, and spiking again on Saturday. When it comes to WhatsApp leads, the contrary has been witnessed, where leads start to climb on the weekend, reaching their peak on Saturday.

LEADS PER TIME OF DAY



Data from propertyfinder.bh shows that the volume of leads reach their peak towards midday, however, it is interesting to note the difference between the types of leads recorded. For example, we can clearly see that WhatsApp leads fluctuate after the midday peak, while phone leads trail off towards the end of the day. This is mainly due to the ease of contacting agents via WhatsApp.

Based on leads recorded on propertyfinder.bh from July - December 2021

TOP SEARCHED KEYWORDS

End-users often enter keywords on propertyfinder.bh to filter search results.

Adding these keywords to your titles will help your properties appear more frequently, and help you reach property hunters who are searching specifically for these amenities and facilities.

APARTMENTS FOR RENT



- 🔍
- BALCONY
 - BRAND NEW
 - SEA VIEW
 - POOL**
 - PETS ALLOWED
 - BEACH**
 - GARDEN
 - PRIVATE

VILLAS FOR RENT



- 🔍
- POOL**
 - PRIVATE POOL
 - GARDEN
 - BEACH**
 - PETS
 - BRAND NEW**
 - BALCONY**

APARTMENTS FOR SALE



- 🔍
- BALCONY
 - SEA VIEW
 - BEACH**
 - POOL**
 - BRAND NEW**
 - PRIVATE POOL
 - GARDEN
 - PETS ALLOWED**

VILLAS FOR SALE



- 🔍
- POOL**
 - BEACH**
 - GARDEN
 - BRAND NEW**
 - SEA VIEW**
 - PRIVATE POOL
 - BALCONY
 - PETS ALLOWED

Based on the keyword searches conducted through Property Finder in the period of July-December 2021



Property
Finder

COMMERCIAL

1 **COMMERCIAL OFFICES** - page 55

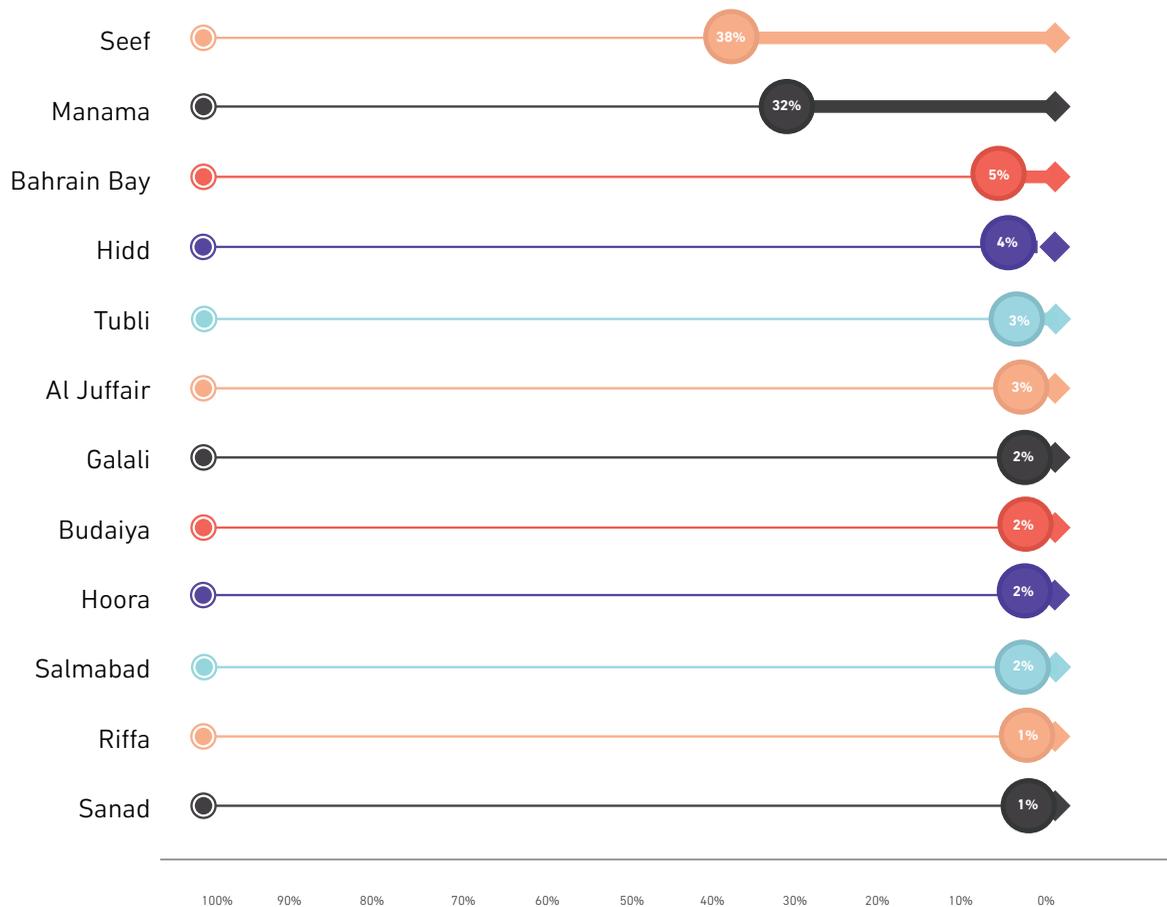
2 **COMMERCIAL MARKET ANALYSIS
- WAREHOUSES** - page 58

3 **TOP SEARCHED AREAS FOR
WAREHOUSES** - page 59

4 **LAND FOR SALE IN BAHRAIN**
- page 61

COMMERCIAL OFFICES FOR RENT IN BAHRAIN

Areas with the highest number of leads for office rentals in Bahrain



The trend remains very similar for office rentals, as Seef and Manama still command the top two spots respectively between July and December of 2021, which is not surprising, considering that these two locations are known for being business hubs.

Based on the number of enquiries and listings (properties listed) on propertyfinder.bh from July - December 2021

Average monthly asking price for office rentals in Bahrain

Location	Average Monthly Price (BHD)
Bahrain Bay	791
Manama	748
Seef	708
Al Juffair	643
Hidd	447
Sitra	365
Budaiya	343
Sanad	336
Tubli	332
Salmabad	324
Hooraa	301
Galali	296
Riffa	258

The office market has witnessed price fluctuation in H2 of 2021, as many companies have become more flexible with remote working, or have limitations in the number of employees that can be present in the office. This has caused many companies to revise their strategies, with pricing being the most important element. We can see that Bahrain Bay, which offers modern and spacious office rentals, has decreased in average price for office rentals, at almost 30 percent when comparing H1 of 2021 with H2 of 2021. The same trend was recorded for a number of areas, such as Galali, Juffair and Hidd. However, a few areas have recorded an increase in prices, which could be a result of new stock being handed over in those areas.

Rental prices are based on the average monthly rental prices displayed on Property Finder between July and December 2021.

The data is based on the advertised prices on propertyfinder.bh and may not reflect the actual transacted price.

Top searched areas for office rentals in Bahrain

- 1. Seef**
- 2. Manama**
- 3. Al Juffair**
- 4. Riffa**
- 5. Bahrain Bay**
- 6. Tubli**
- 7. Hidd**
- 8. Hooraa**
- 9. Sitra**
- 10. Budaiya**
- 11. Salmabad**
- 12. Sanad**
- 13. Saar**
- 14. Galali**
- 15. Busaiteen**
- 16. Amwaj Islands**

Seef remains the top searched area when it comes to finding offices for rent in Bahrain between July and December 2021, with Manama being the second most searched area. Once again the top areas account for over 70 percent of searches in that time frame. Bahrain Bay, which was in the top three most searched areas, has now dropped down two spots, with Juffair replacing it as the third most searched area. This could be due to the fact that Juffair offers more budget friendly offices, while Bahrain Bay is known for its affluent spaces.

Based on the number of enquiries and listings (properties listed) on propertyfinder.bh from July - December 2021

COMMERCIAL MARKET ANALYSIS

Average monthly price for warehouse rentals in Bahrain

Location	Average Monthly Price (BHD)
Ras Zuwayed	3,611
Sitra	2,489
Hidd	2,282
Salmabad	2,153
Tubli	2,012
Askar	1,611
Sehla	1,463
Riffa	1,381

Rental prices are based on the average monthly rental prices displayed on Property Finder between July and December 2021.

The data is based on the advertised prices on propertyfinder.bh and may not reflect the actual transacted price.



TOP SEARCHED AREAS FOR WAREHOUSES

RENTALS

LOCATION

1. Hidd

2. Sitra

3. Salmabad

4. Tubli

5. Riffa

6. Mina Salman

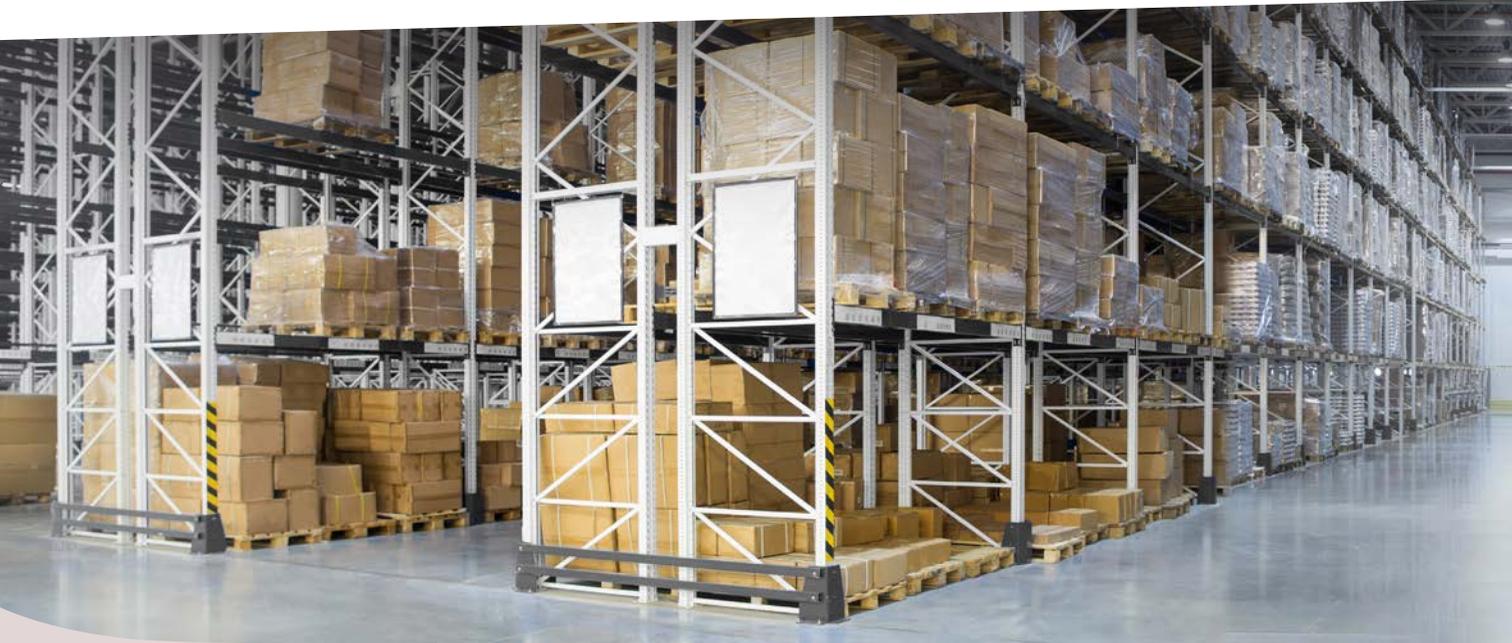
7. Askar

8. Ras Zuwayed

9. Sanad

10. Hamala

Based on the number of searches on propertyfinder.bh from July to December 2021



SALE

LOCATION

1. Salmabad

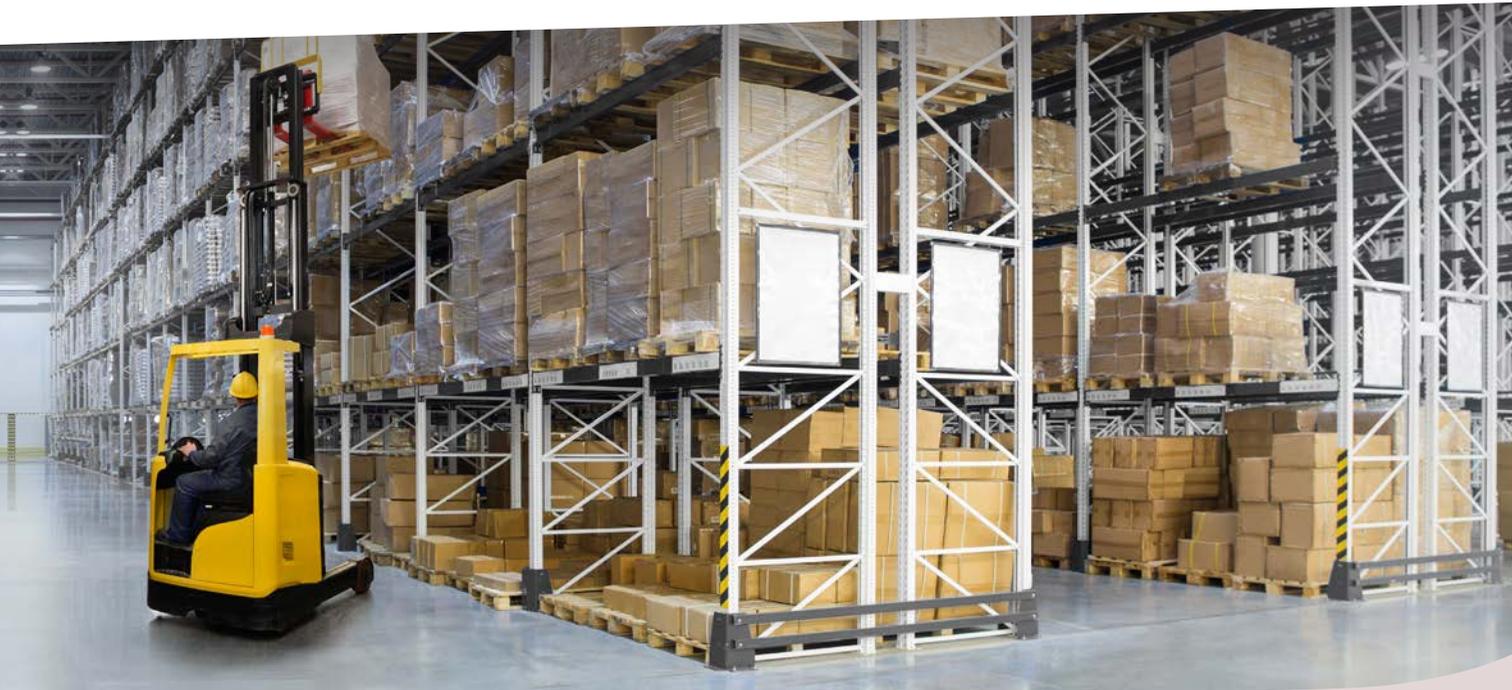
2. Hidd

3. Sitra

4. Maameer

5. Ras Zuwayed

Based on the number of searches on propertyfinder.bh from July to December 2021



LAND FOR SALE IN BAHRAIN





Top searched areas for land for sale

1. Manama

2. Hidd

3. Ras Zuwayed

4. Diyar Al Muharraq

5. Seef

6. Salmabad

7. Askar

8. Juffair

9. Amwaj Islands

10. Sitra

Based on the number of searches on propertyfinder.bh from July to December 2021

WE ARE PROPERTY FINDER

1 A LOOK BACK AT 2021 - page 65

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A LOOK BACK AT 2021

Surpassing **200 clients** on www.propertyfinder.bh



Increasing local **brand awareness**



Publishing two editions of **Trends report**



Tea



Data-based reports and analysis



The introduction of our new website interface



Team growth



A significant increase in the number of listings



OUR PERFORMANCE – PROPERTY FINDER

Our mission remains the same: to be the fastest and easiest-to-use portal for property hunters, as well as the best marketing channel for agents. We continue to have the largest market share in Bahrain, as well as the lowest bounce rate, highest number of pages per visit, and the most visits per person than any other portal.

ORGANIC SEARCHES:

When searching for “apartment rentals in Seef”, for example, search results from propertyfinder.bh will almost always be at the very top. We continue to work tirelessly to ensure that our clients’ properties are seen first and that users get the most accurate results according to what they’re searching for.

LEADS AND SESSIONS:

We continue to generate the highest number of leads for our clients than any other portal in Bahrain, which is one of the metrics we use to measure our success.

Total leads have increased over 14 percent from last year, when comparing January-June 2021 and July-December 2021.

Sessions have also increased by over 5 percent in the same time frame.

LEADS: 14% INCREASE

PROPERTY
FINDER

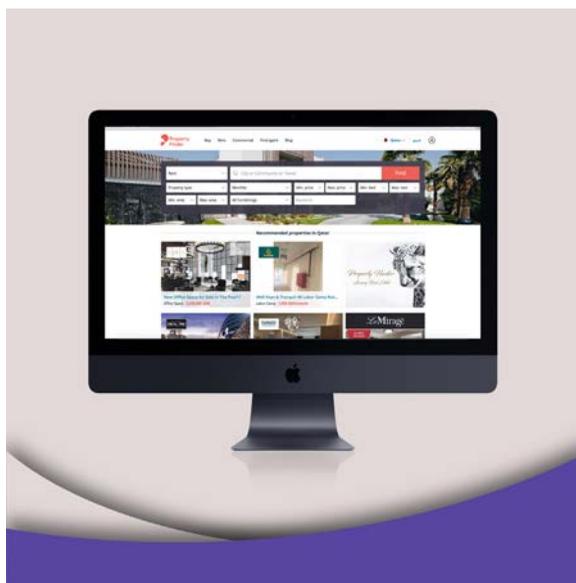
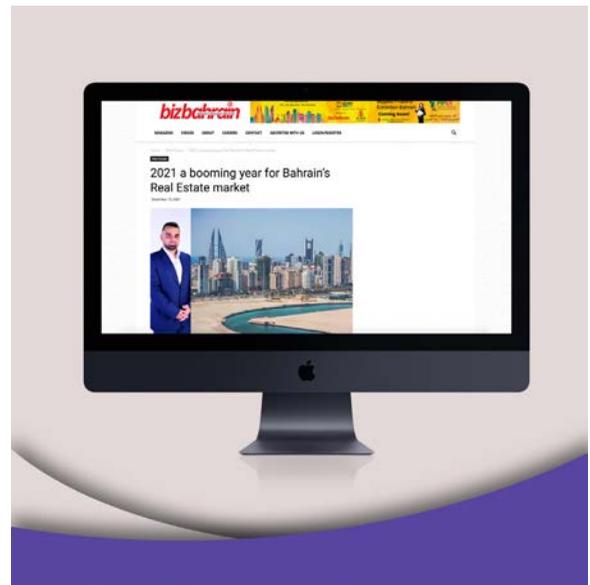
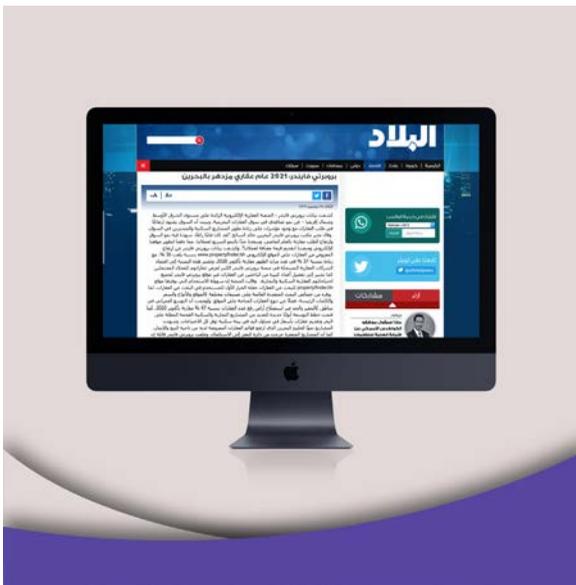
SESSIONS: 5% INCREASE

PROPERTY
FINDER

Source:
propertyfinder.bh internal statistics tracking data.
Sessions, Users & PVs: Google Analytics January - June 2021, July - December 2021

IN THE NEWS

As a leader in real estate market intelligence, Property Finder Bahrain is regularly outspoken on emerging trends, consumer behaviour analysis, and news. Here is a selection of our media presence in 2021.



A home to make it ours

Apartment ▾

Find